FOOD MENU DESIGN BRIEF REQUEST FORM & SOP

PROJECT DESIGN DETAILS

PROJECT NAME	**Zengo Gluten Free Brunch**	
PROPERTY	**Zengo, West Bay, Doha**	
SIZE (PIXELS = WEB) OR (INCHES = PRINT)	*A5*	
ORIENTATION (PORTRAIT OR LANDSCAPE)	*Portrait*	
DATE NEEDED	09/01/2026	

MENU SUBMITTAL SOP
STEP 1: OBTAIN APPROVALS

FOOD MENUS: **REQUIRED APPROVALS** *(INCLUDING SPECIAL HOLIDAY MENUS, RESTAURANT WEEK MENUS, ETC.)*

1. **Menu Brief Preparation:**
   o Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs must ensure that menu briefs are thoroughly reviewed before submission.
   o The brief should be checked for **grammar, spelling, allergens, and an associated cost** based on a **PMIX analysis and menu engineering**.
   o Pricing should be **informed and included in the initial submission**, rather than added after approval.
   o **Completed menu submission must be received no less than 14 days before the proposed change.**
2. **Initial Review:**
   o The Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs send the menu brief to the **RSH Culinary Director & RSH Regional Director of Operations** for a preliminary review and discussion.
3. **Final Approval Process:**
   o The RSH Culinary Director will forward the reviewed brief to the **RSH VP of Operations** (CC Isabella Sandoval) for **final edits and approval**.
4. **Menu Design Kickoff & Distribution:**
   o Once final edits are made and the menu is approved, the **VP of Operations will upload the document into the RSH Culinary Teams folder**.
   o **For Owned & Operated properties or those with contracted RSH Brand & Marketing oversight:**
      ▪ VP of Operations will upload into **ClickUp** and assign it to the **Marketing team** for menu design updates, then route it to the **Regional Director of Operations and Culinary Director**.
   o **For other properties:**
      ▪ VP of Operations will upload into **ClickUp** and assign it to the **Regional Director of Operations and Culinary Director** for distribution to the **Property GM/Chef team.**

STEP 2: DESIGN DEVELOPMENT

EXISTING MENU EDITS: 1-2 business days once project is received via ClickUp by VP of Operations
NEW MENU DEVELOPMENT: 5 business days once project is received via ClickUp by VP of Operations

MENU
Please drop the menu content below on page 2.

For The Table
Edamame, steamed edamame, sea salt S,VG

Papaya Pomelo Salad, green mango, peanut, lime chili dressing N,VG

Chef's selection Sushi, Tiradito and Ceviche <mark>*F</mark>

Hot Appetizer
Tori Karaage, crispy fried chicken, korean aioli, sesame seeds E,SE

Crispy Calamari, curry leaf, ~~dry~~ <mark>dried</mark> chili, cilantro, chili vinegar sauce E,MO

Entrée
Pad Thai, spring onion, tofu, peanut, shrimp C,~~E,F~~,N

Corn Fed Chicken Curry, bok choy, snow peas, baby corn, green curry broth F

Salmon Miso, celeriac <mark>purée</mark>, brussels sprout, Japanese salsa D,F,S

Dessert
Selection of Chef's Special Desserts D,E